

What Is Claimed Is:

1. A satellite broadcasting system for broadcasting a  
broadcasting program to be broadcast all at once to many and  
unspecified apparatus over a wide range through a satellite,  
5 comprising:

a transmission apparatus; and

at least one reception apparatus;

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said transmission apparatus including means for  
multiplexing an area designation part and a contents part to  
10 produce the broadcasting program, and means for transmitting  
the broadcasting program;

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said reception apparatus including a radio wave reception  
section for receiving a broadcasting program, a current position  
acquisition section for detecting a current position of said  
15 reception apparatus, an area to physical district coordination  
table including pairs of information each of which represents  
an area name and a physical district of the area name, a current  
area detection section for searching for an area name which  
includes the current position detected by said current position  
20 acquisition section from within said area to physical district  
coordination table and outputting the searched out area name,  
a broadcasting propriety discrimination section for comparing  
the area name outputted from said current area detection section  
and the area designation part of the broadcasting program  
25 received from said radio wave reception section with each other  
and outputting the contents part of the broadcasting program

when the area name is included in the area designation part,  
and a reproduction section for receiving and reproducing the  
contents part of the broadcasting program outputted from said  
broadcasting propriety discrimination section.

5           2. A satellite broadcasting system for broadcasting a  
broadcasting program to be broadcast all at once to many and  
unspecified apparatus over a wide range through a satellite,  
comprising:

          a transmission apparatus; and  
10           at least one reception apparatus;  
          said transmission apparatus including means for  
multiplexing an area designation part and a contents part to  
produce the broadcasting program, and means for transmitting  
the broadcasting program;

15           said reception apparatus including a radio wave reception  
section for receiving a broadcasting program, a current position  
acquisition section for detecting a current position of said  
reception apparatus, an area to physical district coordination  
table including pairs of information each of which represents  
20           an area name and a physical district of the area name, a current  
area detection section for searching for an area name which  
includes the current position detected by said current position  
acquisition section from within said area to physical district  
coordination table and outputting the searched out area name,  
25           a broadcasting propriety discrimination section for comparing  
the area name outputted from said current area detection section

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and the area designation part of the broadcasting program received from said radio wave reception section with each other and refraining said broadcasting propriety discrimination section itself from outputting the contents part of the broadcasting program when the area name is included in the area designation part, and a reproduction section for receiving and reproducing the contents part of the broadcasting program outputted from said broadcasting propriety discrimination section.

3. A satellite broadcasting reception apparatus, comprising:

a radio wave reception section for receiving a broadcasting program in which an area designation part and a contents part are multiplexed;

a current position acquisition section for detecting a current position of said reception apparatus;

an area to physical district coordination table including pairs of information each of which represents an area name and a physical district of the area name;

a current area detection section for searching for an area name which includes the current position detected by said current position acquisition section from within said area to physical district coordination table and outputting the searched out area name;

a broadcasting propriety discrimination section for comparing the area name outputted from said current area

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detection section and the area designation part of the  
broadcasting program received from said radio wave reception  
section with each other and outputting the contents part of  
the broadcasting program when the area name is included in the  
5 area designation part; and

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a reproduction section for receiving and reproducing the  
contents part of the broadcasting program outputted from said  
broadcasting propriety discrimination section.

4. A satellite broadcasting reception apparatus,  
10 comprising:

a radio wave reception section for receiving a  
broadcasting program in which an area designation part and a  
contents part are multiplexed;

15 a current position acquisition section for detecting a  
current position of said reception apparatus;

an area to physical district coordination table including  
pairs of information each of which represents an area name and  
a physical district of the area name;

20 a current area detection section for searching for an  
area name which includes the current position detected by said  
current position acquisition section from within said area to  
physical district coordination table and outputting the  
searched out area name;

25 a broadcasting propriety discrimination section for  
comparing the area name outputted from said current area  
detection section and the area designation part of the

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5 broadcasting program received from said radio wave reception section with each other and refraining said broadcasting propriety discrimination section itself from outputting the contents part of the broadcasting program when the area name is included in the area designation part; and

a reproduction section for receiving and reproducing the contents part of the broadcasting program outputted from said broadcasting propriety discrimination section.

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